



The Influence of Product Quality, Brand Image and Promotion on Product Repurchase Interest

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ABSTRACT

This study aim to determine the effect of Product Quality, Brand Image and Promotion on Repurchase Interest on products mediated by Consumer Loyalty. The subjects in this study were consumers who already had more than one sandal shoe product . The sample used in this study was 200 respondents. The sampling technique used purposive sampling. Researchers used questionnaires to collect data. The data analysis technique used in this study was The Structural Equation Modeling (SEM) using PLS 4.0 statistical software. based on the research results obtained that Product quality does not have a significant effect on consumer loyalty, Brand image has a positive and significant effect on consumer loyalty, Promotion does not have a significant effect on consumer loyalty, Consumer loyalty has a positive and significant effect on repurchase interest, Product quality has a positive and significant effect on repurchase interest, Brand image has a positive and significant effect on Repurchase interest, Promotion has a positive and significant effect on repurchase, Consumer loyalty mediates the relationship between Product Quality and Repurchase Interest, Consumer Loyalty is unable to mediate the effect of Brand Image on Repurchase Interest, Consumer Loyalty is unable to mediate the effect of promotion on Repurchase Interest.

INTRODUCTION

Along with the development of the times, fashion has become an important thing for humans in carrying out their activities, appearance becomes a material for assessment and social language in the fashion field. The increasingly developing business world is certainly inseparable from tight competition and demands to be more creative and more innovative in order to survive, including footwear companies such as shoes and sandals, Shoes or sandals used to only function to protect feet from injury and wounds, now shoes also function as part of fashion that adds confidence to those who wear them. It has superior quality and is able to compete For Caravil, quality plays an important role in the form of an assessment of a product related to the sacrifices made by customers for what they will receive In the business world, especially in the fashion sector, product quality is certainly very important for companies According to Wijaya (2011:11) "Product and service quality is defined as the overall combination of product and service characteristics resulting from

marketing, engineering, production and maintenance that make the product and service can be used to meet customer or consumer expectations because with good quality the company can have positive brand image according to Kotler and Keller (2009:607) states "Image is the set of beliefs, ideas, and impressions that a person holds regarding on subject. People's attitude and actions towards on subject are highly conditioned by that object image" meaning image consists of beliefs, ideas and impressions held by a person towards a subject. Most people's attitudes and actions towards an object are influenced by the image of a subject. PT. Carvil Abadi itself is a footwear company that has been established for a long time and until now Carvil has survived with the tight competition that exists. If a product produced has a good brand image and quality, then a product will be very easily recognized by consumers. This is where Carvil introduces to consumers about the products it sells through promotions. Tjiptono (2008:219) states that in essence promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. If promotional activities are not carried out, consumers will not be interested in any product from Carvil. How will consumers be attracted to see, choose or use Carvil products if there is no promotion? With promotions such as distributing brochures, catalogs, advertising in the digital world (television, Instagram, Facebook) carried out by Carvil in the hope that consumers will get information about the advantages of the products marketed by Carvil and then consumers will be interested in trying it and then deciding to buy the product offered so that it will create an interest in repeat purchases. According to (Peter & Olson, 2002: 110) "Repurchase interest has a definition of an activity of repeat purchase interest that is carried out more than once or several times" so that consumers become loyal according to Oliver through Pradipta (2017: 32) that loyalty is a customer's commitment to persist deeply to re-subscribe or make a repeat purchase interest of selected products or services consistently in the future, even though the influence of situations and marketing efforts have the potential to cause behavioral changes.

LITERATURE REVIEW

The Influence of Product Quality, Brand Image, and Promotion on Product Repurchase Interest

Repurchase interest is a critical construct in consumer behavior research, representing a consumer's intention to buy a product again after an initial purchase (Oliver, 2014). Repeat purchases not only reflect consumer satisfaction but also indicate long-term loyalty and business sustainability (Hajli et al., 2017). This literature review examines three key antecedents of repurchase interest: product quality, brand image, and promotional strategies.

Product Quality and Repurchase Interest

Product quality refers to the consumer's assessment of a product's ability to meet expectations and fulfill needs consistently (Zeithaml, 2015). High product quality generates customer satisfaction, which subsequently fosters repurchase interest (Lee & Song, 2019). According to Sousa and Voss (2014), product quality encompasses functional, physical, and experiential attributes that influence customer perceptions. Functional aspects include performance and reliability, while experiential aspects include aesthetic and emotional satisfaction, all of which contribute to trust in the product.

Empirical research confirms that customers are more likely to repurchase when they perceive high quality, as it reduces purchase risk and reinforces confidence (Al-dweiri et al., 2017). In competitive markets, product quality becomes a key differentiator that enhances customer loyalty and repurchase intention.

Brand Image and Repurchase Interest

Brand image is the set of beliefs and associations that consumers hold about a brand, shaping overall perception and preferences (Keller, 2016). A strong brand image enhances consumer trust, emotional attachment, and perceived value, all of which influence repurchase interest (Nguyen & Leclerc, 2021). Brand image affects customer cognitive and affective judgments, where positive associations lead to higher brand equity and loyalty (Kim & Hyun, 2020). For example, customers who view a brand as innovative, trustworthy, or socially responsible are more likely to repurchase even when alternatives exist.

Studies show that brand image not only influences initial purchase decisions but also significantly impacts consumers' intention to repurchase by reinforcing familiarity and preference over time (Chinomona & Sandada, 2018).

Promotion and Repurchase Interest

Promotion refers to marketing communication tactics that inform, persuade, and remind consumers about products and offers (Kotler & Armstrong, 2018). Effective promotional strategies enhance brand awareness and perceived value, thus influencing repurchase interest (Rita et al., 2019). Sales promotion tools such as discounts, loyalty programs, and limited offers increase short-term purchase behavior and can strengthen long-term repurchase intention by providing tangible benefits (Zhang et al., 2020). Meanwhile, digital promotions (e.g., social media campaigns, personalized emails) can maintain customer engagement and reinforce brand recall (Rana et al., 2021). Research indicates that well-designed promotional activities not only attract initial buyers but also encourage repeat purchases by enhancing customer satisfaction and perceived value through incentives and ongoing communication (Wahyuni & Idris, 2019).

Theoretical Foundation: Behavioral Intention

Repurchase interest is a form of behavioral intention, influenced by cognitive and affective consumer evaluations. According to the Theory of Planned Behavior, behavioral intentions are determined by attitudes, subjective norms, and perceived behavioral control (Ajzen, 2019). In marketing contexts, product quality shapes attitudes, brand image influences normative beliefs, and promotional strategies affect perceived ease and desirability of repurchase. Thus, understanding the drivers of repurchase interest requires integrating quality perceptions, brand equity, and communication effectiveness to explain consumer decision-making processes.

METHOD

This study took samples from the consumer population who already have sandal products than one. The research sample used a method through purposive sampling questionnaires. The data collection method uses primary data obtained directly from respondents. The respondents involved were 200 male and female consumers who already have products more than one distributing questionnaires in online form and from the data collected through google form a sample of 200 samples was obtained. The analyse used Spss and Smart pls 3.0.

RESULTS AND

Testing the Validity and Reliability of Overconfidence Variables

The results of processing for testing the validity and reliability of the Overconfidence variable are shown in table 1. From the table, it can be seen that the 5 measurement indicators have been proven valid (measure

what is to be measured) because they produce an outer loading value > 0.5 and Discriminant Validity passes as indicated by an AVE value of $0.656 > 0.5$, which means that there is a proven relationship between one indicator and another in forming the Overconfidence variable. The results of the reliability test show that the five indicators are proven reliable as indicated by a Composite Reliability value of $0.933 > 0.7$. Thus, it can be concluded that the 5 measurement indicators of the Overconfidence variable are proven valid and reliable so that all indicators will be used in testing the research hypothesis.

Table 1. Convergent Validity Test Results

Variables	Indicator	Outer Loading	Conclusion	AVE	Composite Reliability
	LK1	0.850	Valid	0.789	0.964
	LK2	0.816	Valid		
	LK3	0.919	Valid		
LOYALTY	LK4	0.893	Valid		
CONSUMER	LK5	0.893	Valid		
	LK6	0.879	Valid		
	LK7	0.905	Valid		
	LK8	0.945	Valid		
	MPU1	0.855	Valid	0.711	0.956
	MPU2	0.962	Valid		
	MPU3	0.890	Valid		
INTEREST	MPU4	0.730	Valid		
PURCHASE	MPU5	0.889	Valid		
REPEAT	MPU6	0.783	Valid		
	MPU7	0.878	Valid		
	MPU8	0.732	Valid		
	PR1	0.733	Valid	0.656	0.933
	PR2	0.775	Valid		
	PR3	0.777	Valid		
PROMOTION	PR4	0.812	Valid		
	PR5	0.766	Valid		

	PR6	0.915	Valid		
	PR7	0.715	Valid		
	PR8	0.953	Valid		
	CM1	0.817	Valid	0.732	0.951
	CM2	0.870	Valid		
	CM3	0.923	Valid		
	CM4	0.875	Valid		
BRAND IMAGE	CM5	0.732	Valid		
	CM6	0.902	Valid		
	CM7	0.715	Valid		
	CM8	0.979	Valid		
	CM1	0.817	Valid		
	KP1	0.955	Valid	0.709	0.945
	KP2	0.754	Valid		
	KP3	0.879	Valid		
QUALITY	KP4	0.804	Valid		
PRODUCT	KP5	0.771	Valid		
	KP6	0.922	Valid		
	KP7	0.861	Valid		
	KP8	0.764	Valid		

Data analysis methods

The statistical method used in this study is the Structural Equation Model Partial Least Square (SEM-PLS) where the processing is carried out using SMARTPLS 4.0. The stages of SEM-PLS analysis are carried out as follows.

SEM-PLS Model Creation

The creation of the SEM-PLS model was carried out by referring to previous theories and empirical studies. In this study, the model used was SEM PLS after improving the validity and reliability tests as shown in the following figure: The Influence of Product Quality, Brand Image and Promotion on the Interest in Repurchasing Products from PT. Carvil Abadi Mediated by Consumer Loyalty

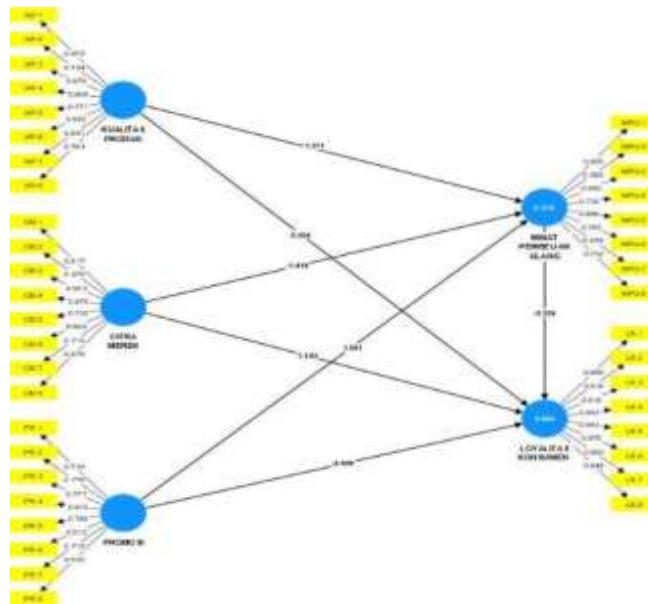


Figure 1. PLS Model

STRUCTURAL (INNER) MODEL EVALUATION

After the estimated model meets the criteria of the outer model, the next step is to test the structural model (Inner Model). The submission of the inner model is the development of a model based on concepts and theories in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. The stages of testing the structural model (inner model) are carried out with the following steps:

a. R – Square (R^2) Value

Look at the R-Square value which is a test of the goodness of fit of the model.

Table 2. R-Square

Construct	R-Square	R-Square Adjusted
Repurchase Interest (Y)	0.878	0.863
Consumer Loyalty (Z)	0.964	0.963

From table 2 above, it can be seen that the R-Square (R^2) value or coefficient of determination of the Consumer Loyalty (Z) construct is 0.964. These results indicate that the endogenous variable of consumer loyalty (Z) can be explained by exogenous variables, namely Product Quality (X1), Brand Image (X2) and

Promotion (X) by 96.4% while the remaining 3.6% is explained by other exogenous variables. Meanwhile, the Repurchase Interest construct (Y) can be explained by exogenous variables, namely

Product Quality (X1), Brand Image (X2) and Promotion (X3) and consumer loyalty (Z) amounted to 87.8% while the remaining 12.2% was explained by other exogenous variables.

b. Relevant Predictive Value (Q-Square)

Predictive relevance (Q2) for structural models measures how well the observed values are generated. Predictive Relevance (Q2) for structural models measures how well the observed values are generated by the model and also its parameter estimates. Applicable only to reflect endogenous factor models. Predictive Relevance (Q2) is greater than 0. Similarly, a Predictive Relevance (Q2) with 0 or negative values indicates the model is not relevant to predicting endogenous factors given the relevant predictive values can be obtained by the following formula:

Table 3. Predictive Relevance Value Test Results

Variables	R Square	1 – R Square
Consumer Loyalty (Z)	0.965	0.035
Repurchase Interest (Y)	0.964	0.036
Q2 =	$1 - (1 - 0.964)(1 - 0.965) = 99.84\%$	
Error =	$Q2 = 100\% - 99.84\% = 0.16\%$	

Based on table 2 the calculation results above, it is known that the Q Square value is greater than 0, this means that the observed values have been reconstructed well so that the model has predictive relevance. This means that there is a 99.98% relative influence of the structural model on the observation measurements for the endogenous later variables, and 0.16 is the model error.

c. Model Fit Evaluation

The evaluation of the fit model in this study was carried out using the standardized root mean square residual (SRMR) test model. In Ghazali (2014) the model will be considered to have a good fit if the standardized root mean square residual (SRM) value 0.08.

Table 4. Model Fit Evaluation Test Results

Indicator	Saturated Model	Estimated Model
SRMR	0.180	0.180

Source: PLS 4.0 processing results (2023)

From table 4 above it is shown that the SRMR value is $0.046 \leq 0.08$ then this research model can still be considered to have a good fit.

d. Hypothesis Testing Results (Path Coefficient Estimation)

The estimated value for the path relationship in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. Seeing the significance of the hypothesis by looking at the parameter coefficient value and the significance value of the t-statistic in the bootstrapping report algorithm. To find out whether it is significant or not, see the t-table at alpha 0.05 (5%) = 1.96 then the t-table is compared with the t-count (t-statistic). If the t-statistic is greater than the t table (1.96) then both constructs are declared significant and vice versa.

DISUSSION

Results of descriptive statistical processing

Table 5.Results of Direct Effect Significance Test

	Original Sample (O)	T Statistics (O/STDE V)	P Values	conclusion
Product Quality → Consumer Loyalty	0.304	1,591	0.112	Not Significant
Brand Image → Consumer Loyalty	1,363	5,054	0.000	Significant
Promotion → Consumer Loyalty	-0.506	1,773	0.076	Not Significant
Repurchase Interest → Loyalty Consumer	-0.235	3.140	0.002	Significant
Product Quality → Purchase Interest Repeat	1,271	6,497	0.000	Significant
Brand Image → Repurchase Intention	-1.419	3.005	0.003	Significant
Promotion → Repurchase Interest	1,051	2.725	0.006	Significant

Statistical Description of Product Quality Variable Against Z (Consumer Loyalty)Based on Table 4.14, it can be seen that Product Quality (X1) has no effect. significant to Consumer Loyalty (Z). This is shown by the test results between the two variables which show an original sample value of 0.304 which is close to the value of -1 and has a T-Statistic value of 1.591 (<1.96).

Statistical Description of Brand Image Variable Against Z (Consumer Loyalty)Based on table 4.14, it can be seen that Brand Image (X2) has a positive and negative influence. significant on Consumer Loyalty (Z). This is shown by the test results between the two variables which show an original sample value of 1,363 which is close to the value of +1 and has a T-Statistic value of 5,054 (> 1.96).

Statistical Description of Promotion Variables Against Z (Consumer Loyalty)

Based on Table 4.14, it can be seen that Promotion (X3) has a positive and significant effect on Consumer Loyalty (Z). This is indicated by the test results between the two variables which show an original sample value of -0.506 which is close to the value of -1 and has a T-Statistic value of 1.773 (<1.96).

Statistical Description of Product Quality Variable Against Y (Repeat Purchase Interest) Based on

Table 4.14, it can be seen that Product Quality (X1) has a positive effect. and significant to Repurchase Interest (Y). This is shown by the test results between the two variables which show an original sample value of 1,271 which is close to the value of +1 and has a T-Statistic value of 6,497 (> 1.96).

Statistical Description of Brand Image Variable Against Y (Repeat Purchase Interest) Based on Table

4.14, it can be seen that Brand Image (X2) has a positive and negative influence. significant on Repurchase Interest (Y). This is indicated by the test results between the two variables which show an original sample value of -1.419 which is close to the value of +1 and has a T-Statistic value of 3.005 (>1.96).

Statistical Description of Brand Image Variable Against Y (Repeat Purchase Interest) Based on Table

4.14, it can be seen that Promotion (X3) has a positive and negative influence. significant on Repurchase Interest (Y). This is indicated by the test results between the two variables which show an original sample value of 1,051 which is close to the value of +1 and has a T-Statistic value of 2,725 (>1.96).

Statistical Description of Variable Z (Consumer Loyalty) Against Variable Y (Repeat Purchase Interest)

Based on Table 4.14, it can be seen that Consumer Loyalty (Z) has a positive and significant effect on Repurchase Interest (Y). This is indicated by the test results between the two variables which show an original sample value of -0.235 which is close to +1 and has a T-Statistic value of 3.140 (>1.96).

Table 6 Results of Direct Effect Significance Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
Product Quality → Purchase Interest Repeat → Consumer Loyalty	-0.299	2,587	0.010	Significant
Brand Image → Repurchase Intention → Consumer Loyalty	0.334	1,956	0.051	Not Significant
Promotion → Consumer Loyalty → Repurchase Interest	-0.247	1,891	0.059	Not Significant

Statistical Description of Variable X (Product Quality) Against Y (Repurchase Interest)

With Z (Consumer Loyalty) as a Mediating Variable

Based on Table 6, it can be seen that the indirect relationship between product quality (X1) and Repurchase Interest (Y) through Consumer Loyalty (Z) has a positive and significant influence. This is indicated by the test results between the two variables which show an original sample value of -0.299 which is close to the value of +1 and has a T-Statistics value of 2.587 (>1.96).

Statistical Description of Variable X (Brand Image) Against Y (Repurchase Interest) With Z (Consumer Loyalty) as a Mediating Variable

Based on Table 4.15, it can be seen that the indirect relationship between Brand Image (X1) and Repurchase Interest (Y) through Consumer Loyalty (Z) has no significant effect. This is indicated by the test results between the two variables which show an original sample value of 0.334 which climbs to a value of -1 and has a T-Statistic value of 1.956 (<1.96).

Statistical Description of Variable X (Promotion) Against Y (Repurchase Interest) With Z (Consumer Loyalty) as a Mediating Variable

Based on Table 4.15, it can be seen that the indirect relationship between Promotion (X1) and Repurchase Interest (Y) through Consumer Loyalty (Z) has no significant effect. This is indicated by the test results between the two variables which show an original sample value of -0.247 which is close to the value of -1 and has a T-Statistic value of 1.891 (<1.96).

CONCLUSION

Based on the research findings that have been presented in the previous section, here are some conclusions from the results of this study, namely Product quality does not have a significant effect on consumer loyalty, meaning that product quality in this study does not affect consumer loyalty to products from PT. Carvil Abadi. Brand image has a positive and significant effect on consumer loyalty, meaning that brand image on This study affects consumer loyalty to products from PT. Carvil Abadi. Promotion does not have a significant effect on consumer loyalty, meaning that promotion in this study does not affect consumer loyalty to products . Consumer loyalty has a positive and significant effect on repurchase interest, meaning that consumer loyalty in this study affects repurchase interest in products from PT. Carvil Abadi. Product Quality has a positive and significant effect on repurchase interest, meaning that product quality in this study affects repurchase interest in products . Brand Image has a positive and significant effect on Repurchase Interest, meaning that brand image in this study affects repurchase interest in products from PT. Carvil. Abadi. Promotion has a positive and significant effect on repurchase, meaning that promotion in this study affects repurchase interest in products from PT. Carvil Abadi. Consumer Loyalty has a positive and significant effect on mediating the relationship between Product Quality and Repurchase Interest, meaning that consumer loyalty can influence the mediation of the relationship between product quality and repurchase interest. Consumer Loyalty is unable to mediate the influence of Brand Image on Repurchase Interest, meaning that consumer loyalty cannot influence the mediation of the relationship between brand image and repurchase interest. Consumer loyalty is unable to mediate the influence of promotion on repurchase interest, meaning that consumer loyalty cannot influence the mediation of the relationship between promotion and repurchase interest.

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